

Schedule Dates	09/19/16-09/30/16
Advertiser	Austinites for Zimmer-City Council-R (93215)
Agency	Direct Account (1)
Product	POLITICAL CANDIDATE (ns) (1186)
Brand	September 2016 (735823)
Salesperson	Michaud, Dan (2957)
Sales Office	KEYE/NEYE
Buyer Name	Zimmerman,Don
Phone/Fax	(615) 354-9915 /
CPE	N/A
Account Types	Local/Political Candidate Direct BRD
Billing Type	Calendar
Comments	

Austin (KEYE)		
<u>By Calendar Month</u>	<u>Spots</u>	<u>Rate</u>
Sep. 2016	11	\$3,085.00
Grand Total:	11	\$3,085.00

[illegible]

Accepted-Agency/Advertiser:	Date:	Accepted-Station:	Date:	Comments:
		<i>[Signature]</i>	9/15/16	

Page 1 of 1

#2628493

Don Zimmerman

Advertiser:
Agency:
Buyer:
Length(s): 30
Proposal #: 670315
Market [Rank]: AUSTIN, TX [39]
Books: May-16/Nov-15AUSTIN, TX-L7
Flight Dates: 09/19/16 - 09/30/16

Station Contact:
Name: Dan Michaud
Phone: (512) 490-2146
Fax: (512) 832-7533
Email: dmichaud@sbgnet.com

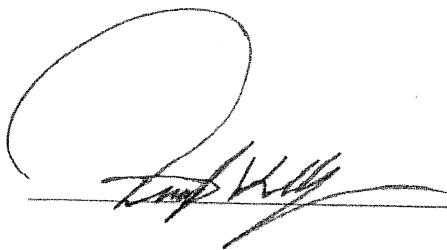
Program	Rate	Sep	Sep	Cost	A50+ RTG	A50+ 000		
DP Days Time	Weeks	19	26	Spots	CPP	CPM		
KEYE								
Face The Nation	\$200	1	-	\$200	2.3p	13.3p		
M SUN 9:30A-10:00A	1			1	\$86.96	\$15.04		
CBS Sunday Morning	\$275	1	-	\$275	4.1p	23.5p		
M SUN 8:00A-9:30A	1			1	\$67.07	\$11.70		
CBS Austin News at 10p	\$290	4	4	\$2,320	2.6p	16.2p		
T M-F 10:00P-10:35P	2			8	\$103.57	\$17.90		
Hiatus: 09/22/16, 09/29/16								
CBS Austin News at 10:30	\$290	1	-	\$290	1.2	7.1		
T SUN 10:30P-11:00P	1			1	\$241.67	\$40.85		
Weekly Subtotals		7	4	\$3,085				
				11				

Demo breakdown:	Spots	Cost	GRP/GI	CPP/CPM	Reach	Frequency	Net Reach	Population
A50+R	11	\$3,085	30.00	\$102.83	22.61	1.33	131,086	579,770
A50+			173.50	\$17.78	22.57	1.33	130,854	579,770

Dayparts: M - MORNING; T - LATE NEWS

Accepted ✓
emailed video ✓
emailed Docs ✓
10 @ 10pm

Client Signature:



Date: 9-14-16

AGREEMENT FORM FOR POLITICAL CANDIDATE ADVERTISEMENTS

(check applicable box)

☐ FEDERAL CANDIDATE

☒ STATE/LOCAL CANDIDATE

To Avail Themselves Of The Lowest Unit Charge During A Political Window, Federal Candidates Must Sign The Certification On Page 3

Station and Location:

Date:

KEYE - Austin

9-14-2016

I, Don Zimmerman

being/on behalf of: N/A

a legally qualified candidate of the ~~Austin City Council District 6~~ N/A

political party for the office of: City Council District 6 - Austin

in the General

election to be held on: 8 Nov 16

do hereby request station time as follows:

Broadcast Length	Time of Day, Rotation or Package	Days	Class	Times per Week	Number of Weeks
<u>Attached</u>					

Attach proposed schedule with charges (if available):

I represent that the payment for the above described broadcast time has been furnished by:

Institutes For Zimmerman

and you are authorized to announce the time as paid for by such person or entity. I represent that this person or entity is either a legally qualified candidate or an authorized committee/organization of the legally qualified candidate.

The name of the treasurer of the candidate's authorized committee is:

Tim Kelly


This station has disclosed to me its political advertising policies, including: applicable classes and rates; and discount, promotional and other sales practices (not applicable to federal candidates).

THIS STATION DOES NOT DISCRIMINATE OR PERMIT DISCRIMINATION ON THE BASIS OF RACE OR ETHNICITY IN THE PLACEMENT OF ADVERTISING.

To Be Signed By Candidate or Authorized Committee

9-14-2016

Date



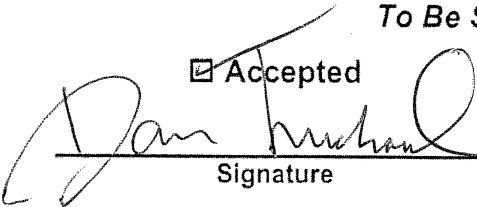
Signature

To Be Signed By Station Representative

☒ Accepted

☐ Accepted in Part

☐ Rejected



Signature

Dan Michaud

Printed Name

9/14/16

Title